

Job Description

Position Details

Position:	Customer Contact Service Representative
Directorate:	Adults & Communities
Service:	Communities & Wellbeing
Position no:	BG00064
Grade:	4
Hours of work:	37 hours per week
Work style:	Agile Worker
DBS required:	Standard Disclosure
Contact:	Leanne Roberts Service Manager Customer & Communities
Politically Restricted:	No
Responsible to:	Team Manager Customer Contact - BG16527

Job Purpose

To provide a professional, efficient and customer-focused first point of contact for residents, customers, partners and stakeholders accessing Blaenau Gwent County Borough Council services.

The post holder will handle enquiries through a range of access channels, including telephone, email, digital platforms and face-to-face contact where applicable, delivering accurate information, advice and support and seeking to resolve enquiries at the first point of contact wherever possible.

The Customer Contact Service Representative will be responsible for understanding a broad range of Council services, maintaining high standards of customer care, promoting self-service and digital solutions where appropriate, and contributing to the achievement of service performance targets.

The role requires a commitment to delivering an excellent customer experience, supporting vulnerable residents, and upholding the Council's values, policies and reputation at all times

Principal Accountabilities

1. Deliver a professional, efficient and customer-focused service as the first point of contact for residents, customers, partners and stakeholders.
2. Respond to enquiries across a range of channels including telephone, email, digital platforms and face-to-face customer contact, providing accurate information, advice and support.

3. Resolve customer enquiries at the first point of contact wherever possible, taking ownership of issues and ensuring customers receive timely and effective outcomes.
4. Promote and support the use of online services and self-service options to help customers access services quickly and conveniently
5. Maintain an up-to-date knowledge of Council services, policies and procedures to ensure information provided to customers is accurate and consistent.
6. Listen actively and demonstrate empathy, professionalism and respect when dealing with customers, including those who may be vulnerable or experiencing difficult circumstances.
7. Meet service performance standards and quality expectations, contributing to excellent customer experience and continuous service improvement.
8. Work collaboratively with colleagues and service areas across the Council to ensure customer enquiries are handled efficiently and effectively.
9. Accurately record customer interactions and ensure all relevant systems and records are maintained in line with Council policies and procedures.
10. Comply with all Council policies relating to Equality, Health & Safety, Data Protection and Customer Service Standards.

Responsibilities for Resources

The post holder will be responsible for the effective use of Council resources, systems and information to deliver a high-quality customer service experience.

The post holder will be responsible for the accurate recording and maintenance of customer information, the appropriate use of Contact Centre technologies and customer relationship management systems, and the handling of sensitive and confidential data in accordance with Council policies and GDPR requirements.

The role requires the efficient management of time and workload to meet service standards, performance targets and customer demand.

The post holder will also be responsible for safeguarding Council equipment, promoting the use of digital and self-service resources, and contributing to the continuous improvement and efficient delivery of Contact Centre services

Key Working Relationships

The Post holder will be required to establish and maintain positive and effective working relationships with a wide range of internal and external stakeholders to ensure the delivery of high-quality customer services and the timely resolution of customer enquiries

Internal Relationships

- Contact Centre Team Leader and Management Team for supervision, performance support, coaching and service delivery.
- Contact Centre colleagues to support teamwork, knowledge sharing and consistent service delivery.
- Council service areas including Revenues and Benefits, Housing, Waste and Recycling, Social Services, Environmental Services, Corporate Services and other departments to resolve customer enquiries and facilitate first-contact resolution.

- Digital, ICT and Business Support teams to support the use of customer systems, digital services and service improvements.
- Community Hub colleagues and wider Council employees to ensure a joined-up approach to customer service delivery.

External Relationships

- Residents, customers and service users accessing Council services through various contact channels.
- Elected Members, partner organisations, contractors and external agencies where enquiries require liaison or onward referral.
- Vulnerable customers, carers and representatives requiring advice, support and signposting to appropriate services.

Special Working Conditions

The post holder will work within a busy, customer-focused Contact Centre environment, responding to a high volume of enquiries across multiple service channels, including telephone, email, digital platforms and face-to-face contact where required.

The role requires prolonged periods of computer and telephone use, with the ability to remain focused and maintain service standards whilst handling fluctuating customer demand.

The post holder will be required to work flexibly in line with service requirements

The role involves dealing with customers who may be distressed, vulnerable, frustrated or experiencing difficult personal circumstances. The post holder must demonstrate resilience, empathy and professionalism at all times.

Customer interactions may be monitored, recorded and reviewed as part of quality assurance, performance management, training and service improvement processes.

The post holder will be required to maintain knowledge across a broad range of Council services and adapt to frequent changes in legislation, policy, procedures and service delivery models.

The role requires compliance with data protection legislation, information governance requirements and the Council's policies relating to confidentiality and customer information.

The post holder may be required to support service delivery from alternative Council locations, community hubs or other Council workplaces in accordance with service needs.

General Accountabilities

- To comply with the Council's Policy Statement on Health, Safety and Welfare at Work.
- To positively promote the Council's Strategic Equality Plan and ensure commitment to anti-discriminatory practice.

- To demonstrate a commitment to ongoing personal development.
- To adhere to data protection principles whilst undertaking your duties.
- To be responsible for undertaking duties in a way that safeguards and promotes the welfare of children, young people and adults at risk.
- Undertake other duties that may be required, commensurate of grade or general level of responsibility within the organisation.

This job description sets out the main responsibilities of the position at the date it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility.

Person Specification

Requirements	Essential (E) / Desirable (D)	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Education / Qualifications / Knowledge		
Educated to at least NVQ Level 3 or A Level Standard or equivalent working experience in a customer facing role	Essential	A
Experience		
Previous experience of working in a customer facing role or community-based setting	Essential	A
Experience of working within a Contact Centre setting	Essential	A
Skills & Abilities		
A sound working knowledge of using Microsoft (or similar) Teams	Essential	A
Knowledge of CRM system, My Council Services	Desirable	A
Knowledge of Council Services	Desirable	I
Personal Attributes		
Excellent verbal and written communication skills	Essential	I
Strong interpersonal skills	Desirable	I
Ability to work under pressure, including the ability to meet short deadlines	Desirable	PP
Ability to work independently and on own initiative	Desirable	PP
Special Working Conditions / Requirements		
N/A		

Minimum Welsh Language Skill Requirements	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Welsh Language Skills Level 0. Level 1-5 is desirable. Training is optional.	
Welsh Language Skills Level 1 Entry / Courtesy (as a minimum) are desirable and need to be learnt when appointed. Training required: "Welcome Part 1 & 2" (10 hours in total)	I
Welsh Language Skills Level 1 Entry / Courtesy (as a minimum) are essential. Training required: "Welcome Part 1 & 2" and "Welcome Back Part 1 & 2" (20 hours in total).	

For further information on the above please refer to the [Welsh Language Skills Guidelines](#)

Welsh language skills requirements beyond the minimum stated above e.g. fluent speaker / proficient writer will be outlined within the person specification under qualifications and skills.

Personal Competencies

All competencies are regarded as essential, although it is recognised that some may be achieved over a period of time. All employees are expected to continually develop their competencies in line with the appropriate framework. In addition to those assessed as part of the recruitment process, competencies will be assessed during the probationary period and through the Council's performance coaching scheme.

Competencies – Delivering the Service	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Plans ahead, organises work in advance	A
Involves line manager / colleagues in setting and meeting targets	PP
Reorganises work when necessary	PP
Sees tasks through to completion whenever possible	PP
Seeks help if workload becomes unmanageable	PP
Uses initiative to report issues that arise that impact on others	PP

Competencies – Improvement and Change	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Is prepared to try new things & feedback results	I
Understands that changes are needed if things are to be improved	I
Finds new and creative ways of doing things better	A
Actively seeks to develop own skills and knowledge	A
Learns from mistakes & welcomes constructive feedback	PP

Competencies – Providing Excellent Customer Service	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Recognises the importance of high standards of customer service	A
Is committed to providing an excellent service to all the citizens of Blaenau Gwent	A
Understands the links between own professionalism and the possible impact on the Authority's image	A
Has a professional attitude that sets an example to colleagues	A
Takes pride in own work and that of colleagues	A
Is respectful, courteous and helpful at all times	I

Competencies – Team working	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Reacts constructively to others' suggestions and requests	I
Recognises potential value of others' opinions and actively seeks their contributions	I
Asks for help when necessary	PP
Actively seeks to help others	PP
Is aware of the impact of own behaviour on others	I

Competencies – Communicating	Assessment methods: Application (A), Interview (I), Presentation (P), Test (T), Probationary Period (PP), other please specify
Adapts content and style to help others understand	I
Makes sure that people are regularly informed	I
Uses appropriate language, gestures and tone when talking with others	I
Checks others have understood & seeks advice when necessary	PP
Actively seeks to improve all forms of communication with others	PP
Communicates professionally by using formal channels appropriate to the situation	I

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